They go into Mark VII, Continental in February

Ford unveils BMW diesel option

By Kathleen Hamilton
Financial Editor

It wasn't the best time to introduce a diesel engine, so executives of Ford Motor Co. made the best of the engine, stressing its European quality and its new design, and emphasizing the growth of turbodiesel sales in the U. S.

Next model year, Thunderbird and Cougar will join Continental and the Mark VII in offering the new BMW diesel as an option.

The engine already appears in BMW's 5-series in Europe and will be offered this fall in BMW's U. S. version, to be called the 524td.

The diesel engine package — which includes a ZF automatic transmission — adds $1,200 to the price of the Mark VII or Lincoln Continental.

Ford expects to be at full diesel production on Lincoln at its Wixom (Mich.) plant by the third week in February. Lincoln-Mercury dealers will have adequate inventories by the end of March, said Robert L. Rewey, the new Lincoln-Mercury general manager.

Diesels are expected to be fitted in 10 percent of Continentals and Mark VIIs built during the rest of this model year, Rewey said. That would add up to diesel sales of 3,500 to 4,000 units during the March-to-October period.

The installation rate for Cougar and Thunderbird is expected to be lower, but actual volume will be higher because more Cougars and Thunderbirds are built.

• Ford has negotiated a three-year price-volume contract with BMW-Motoren, so there is no minimum order, said Mel J. Bernia, Ford North American Automotive Operations powertrain and chassis program planning manager.

Ford thinks the market for upper-line diesels like the one BMW is building for Lincoln will be 40,000 to 50,000 this year, Rewey said.

At the maximum, Ford sees the BMW diesels taking no more than about a 20-percent share of sales or 12,000 to 14,000 cars, for Lincoln-Mercury, Rewey said.

Pointing to increasing sales of turbocharged diesels by such luxury makers as Mercedes-Benz, Volvo and Peugeot, Rewey said demand for European turbodiesels in the U. S. has grown.

He also cited higher-than-expected sales of Lynxes with Toyo Kogyo diesels as evidence that the new diesel program will succeed.

Stable fuel supplies and diesel-fuel prices that rival those of gasoline have halved the diesel-car's market penetration. But repair problems, especially with General Motors diesels, also have contributed to diesel sales problems.

• Ford and L-M officials at the Detroit press briefing on the new engine repeatedly stressed the BMW engine had been designed from Day One as a diesel engine, not converted from a gasoline engine.

Turbodiesel sales have indeed been growing, in contrast to sales of normally aspirated diesels. But at least part of the reason for the growth has been availability. With heavy cars in its fleet and CAFE rules to meet, Mercedes has to sell lots of diesels.

One of the company's recent buyer surveys found its diesel buyers unfamiliar with diesel engines at the time of purchase. They were buying the name Mercedes and its reputation, the company found.

It was only later, when the diesel engines proved acceptable performers and easy to maintain, that the owners developed a strong loyalty to their diesel engines, the company found.

Volvo's experience with its lighter fleet may be closer to Ford's. It sees a stable core of perhaps 10 percent of the market as diesel buyers, with the turbodiesel stealing market share primarily from normally aspirated diesels because of the turbo's performance boost.

• Of course, all the diesel makers agree that as the diesel engine is improved, their customer base will grow. Electronics have so much improved turbocharged indirect-injection diesels that BMW may not actually ever build direct-injection diesels for autos, said Robert Buchelhofer, chairman of BMW-Motoren. Directly injected diesels have higher emissions.

He said turbodiesels cost about 15 percent more to build than gasoline engines, chiefly because of the fuel-injection pump and turbocharger, in this case a Garrett.

But turbocharging — rather than Oldsmobile's potential solution of tuned induction — appears to be correct for a diesel engine the size of BMW's 2.4-liter, Buchelhofer said. The BMW engine has the highest output per liter of any diesel, he said. Maximum output is 115 HP; maximum torque, 155 pounds-feet.

BMW reached its sound and fuel-economy targets and will be able to meet forthcoming U. S. standards that will require lower particulate levels, perhaps with traps, he said. Estimated EPA ratings for the diesel Lincolns are 25 MPG, 39

Continued on Page 84, Col. 2

Toyo Kogyo chief clarifies report of deal with Ford

DETROIT. — It will be some time before Toyo Kogyo reaches any decision on whether to build cars in the U. S., TK President Yoshiki Yamasaki said in Japan last week.

A study of the feasibility of such a move has been going on for some time and "is moving ahead," he told a group of Japanese newsmen.

He was responding to a report published here earlier to the effect that TK was nearly ready to sign an agreement to purchase a Ford Motor Co. plant in suburban Flat Rock, Mich.

The report said TK would purchase the idle Ford casting center to produce a new front-wheel-drive Mustang for Ford by 1987.

A Ford spokesman said a TK team visited the plant earlier this month, but said that a number of other potential buyers have, too.

Fire destroys Dodge dealership

Amid the ruins of Jack Prince's fire-blackened Prince Dodge, Inc., Inglewood, Calif., lie the gutted remains of a new 1984 Dodge Caravan. The Caravan was delivered to Prince Dodge on the eve of a $1 million fire, which destroyed the 4,000-square-foot structure and inventory, including 23 new and used cars. Prince plans to rebuild the dealership on its original site.

For heads of state only

Albert Mardikian displays a Ferrari 400 limousine which was completed at his shop in Costa Mesa, Calif. The $25,000 vehicle, available only to heads of state, includes a TV, Ferrari crystal, telephone and wire wheels. Options include armoring, smoke detectors, bomb detectors and gun holsters.

Gossip singles out GM as buyer of Jaguar

By Richard Feast
European Editor

LONDON. — It was inevitable that General Motors should talk seriously about buying Jaguar Cars in England.

The fact is that Jaguar is for sale. It would be stunning if every other auto maker in the world had not examined the possibility of buying the luxury car maker — and that included Ford and Chrysler.

Officials at Jaguar and its parent, BL Group, have been tight-lipped about the sale of the company. The same cannot be said of government ministers in Whitehall. Their propensity for gossip is legion in the land.

The Government owns BL but does not want it. It is committed to selling back to private enterprise every state asset it can, and the most saleable bit of BL present is Jaguar.

But while the policy is clear, the methods of achieving it are not. Will there be a management buy-out, which Jaguar Chairman John Egan would like? Will there be a separate floatation on the stock exchange, which the institutional investors would like?

Or will there be a straight— or even partial—sale to another company?

• Hence the gossip in the corridors of power. GM's name was bandied about to such a degree that it issued a formal statement: "The possible privatization of Jaguar has been known and speculated upon for some time. GM regularly reviews business activity and opportunities. However, we have not made an offer for Jaguar."

The Government is in a position of strength over Jaguar. Its productivity and quality advances are well documented. It has made big investments in a new engine range, there will be a new model (the XJ-40) in October and production processes are being modernized with robots.

It sold 29,100 cars last year, up a third on the previous year. This year the talk is of 32,000 — though, significantly, the new engine plant has a capacity of double that number.

These may seem small numbers to a company like GM, but they are becoming very respectable in comparison with Jaguar's main rivals, Daimler-Benz and BMW.

In 1982 D-B made 104,000 examples of its S-class and sports cars, and BMW made 33,800 of its 6 and 7 series. Their outputs last year were up a little in each case.

Jaguar's track record over the past three years has been mighty impressive. The unknown is what the asking price is, because Jaguar's finances are still hidden within group figures, which include the less-profitable Austin Rover Group.

Unofficial estimates on the Jaguar price tag range wildly from $150 million to $450 million. Everything, as the old cliche says, is for sale at the right price.

Purchase by GM would be a logical outcome. The simple prestige value of the Jaguar name would be hard to match anywhere around the world — and Mercedes and BMW are just not for sale.

These premium makes have steadily expanded business throughout the sales slump, while so many other volume makers faltered. Having that sort of regular income is an attractive proposition for any auto maker.

• The one thing which might prevent a Jaguar sale to GM would be chauvinism. Britain's auto industry has had so few success stories of late, and the prospect of what is seen as part of the country's heritage being sold abroad might be too much for ministers to accept.

GM may be acceptable, because of its Vauxhall and Bedford connections. So might Ford. Chrysler might want it — but

Continued on Page 84, Col. 2

Wilssens joins Automotive News

Joe Wilssens has joined the editorial staff of Automotive News as staff photographer and staff writer.

Wilssens was formerly associated with Sommerville Communications, Richmond, Mich., in a similar position.

Joe Wilssens

He has won awards for his spot news and feature photographs from the Michigan Press Assn. Wilssens is an honors graduate of Macomb County Community College.

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59th year — No. 5006

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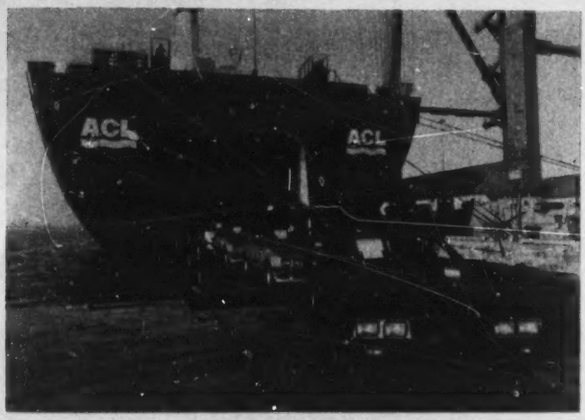


Landing of the Maserati Biturbos

The first shipment of the Maserati Biturbos has arrived at the Port of Entry in Baltimore Harbor. Maserati will export approximately 3,500 Biturbos to the U. S. for the 1984 model year.

Mid-month total tops year ago by 26 pct.

New-car sales soar to five-year high

By Jenny L. King
Staff Writer

Mid-January new-car sales were the highest for that period in five years as the recovery marched into the new calendar year with vigor.

Each major U. S. company reported a sales increase for Jan. 11-20. Ford Motor Co. led the competition with its 40.18-percent improvement.

The domestic sales total of 182,273 was up 25.99 percent from 144,678 for the same period a year earlier, and was better than any comparable one since the 224,530 units reported in 1979.

The Ford sales gain of 40.18 percent translated into sales of 47,294 passenger cars this year with 33,738 in 1983. Chrysler Corp. was up 29.57 percent, to 21,573 from 16,650. General Motors sales expanded 18.50 percent, to 104,545 from 88,222.

At American Motors, sales were up 5.00 percent, to an estimated 4,200 from 4,000. Volkswagen reported sales of 2,241 U. S.-built Rabbits, up 8.37 percent from 2,068. Honda sales totaled 2,420 U. S.-assembled Accords, with no year-ago figure available.

GM's share of the mid-month market slipped to 57.36 percent from 60.98 percent. Ford was up to 25.95 percent from 23.32 percent. Chrysler claimed 11.83 percent, up from 11.51 percent. AMC sales accounted for 2.30 percent, down from 2.76 percent. VW slipped to 1.23 percent from 1.43 percent, and Honda held 1.33 percent.

All U. S. makes were up for the period except AMC, which dropped an estimated 47.50 percent, to 840 from 1,600. Renault U. S.-built nameplates combined for an estimated 3,360, up 40.00 percent from 2,400.

At Chrysler Corp., Plymouth was up 39.58 percent, Chrysler was up 28.17 percent and Dodge was up 24.06 percent.

Ford leaped 40.12 percent, Mercury was up 45.58 percent and Lincoln was up 24.68 percent.

At GM, Pontiac enjoyed the greatest growth in the period, up 47.59 percent. Oldsmobile was up 28.65 percent, Chevrolet was up 16.72 percent, Cadillac was up 2.99 percent and Buick was up 0.19 percent.

With nine selling days in the period this year and last, the daily selling rate difference was plus 25.99 percent, going to 20,253 from 16,075.

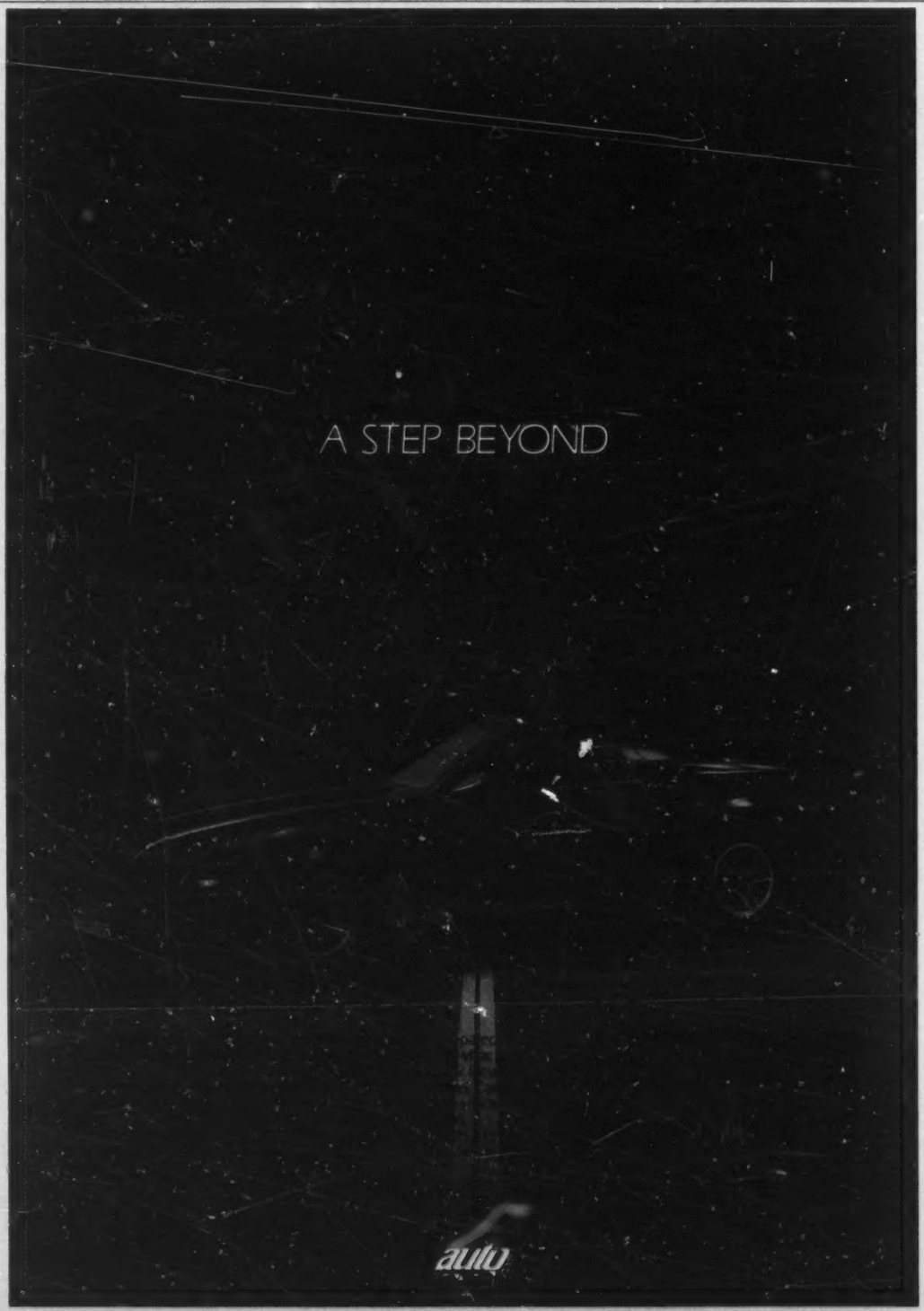
Annualized sales based on the mid-month total were 7,841,000, down from a rate of 8,084,000 Jan. 1-10.

Cumulative sales from the first of the year were up 28.70 percent, to 331,409 from 257,500 in 1983.

DOMESTIC SALES

	Jan. 11-20, 1984	Jan. 11-20, 1983
Renault Alliance	3,360†	2,400†
AMC	840†	1,600†
AMERICAN MOTORS	4,200†	4,000†
Chrysler	6,880	5,368
Imperial	.....	41
Plymouth	6,722	4,816
Dodge	7,971	6,425
CHRYSLER CORP.	21,573	16,650
Ford	32,129	22,930
Mercury	11,770	8,085
Lincoln	3,395	2,723
FORD MOTOR CO.	47,294	33,738
Buick	19,320	19,283
Cadillac	6,999	6,796
Chevrolet	35,261	30,210
Oldsmobile	28,293	21,992
Pontiac	14,672	9,941
GENERAL MOTORS	104,545	88,222
VOLKSWAGEN	2,241	2,068
HONDA	2,420	.....
U. S. INDUSTRY TOTAL	182,273	144,678

† Estimated.



Jury selection in DeLorean case to start March 6

LOS ANGELES.—Jury selection in the John Z. DeLorean drug-trafficking case is scheduled to begin March 6, Judge Robert M. Takasugi announced in U.S. District Court here last week.

The prosecution was seeking a one-week delay because of the expected absence of Assistant U.S. Attorney Robert Perry. Perry was recently assigned to the case, replacing Assistant U.S. Attorney Layn Phillips, who was named U.S. Attorney in Tulsa. James P. Walsh continues as lead prosecutor.

Two other preliminary hearings have been scheduled, one for Feb. 3 dealing with the defense's request to subpena stories involving the case published by 17 news organizations, and another Feb. 13 on a motion that the charges be dismissed on grounds of adverse pre-trial publicity.

Chevy, Thayer sign

BOWLING GREEN, O.—Paul Thayer has opened Ralph Thayer Chevrolet, Inc., here.

Hino enters U. S. medium-truck market

Hino America Distributors, Inc., has introduced two Japanese medium trucks in a five-state area in the Southeast. The trucks, one a Class 6 and the other a Class 7, are assembled in Jacksonville from semi-knocked-down units shipped from Japan to Savannah, Ga., and transported to Jacksonville by truck.

Hino America sees 600 retail sales in 1984

By Jack Walsh
Truck Editor

BOCA RATON, Fla. — Hino America Distributors, Inc., is off and running in the U.S. medium-truck market. Currently, the pace is slow, but rapid acceleration is anticipated.

Jim Moran, president of the firm which assembles and markets the Japanese Classes 6 and 7 trucks in five Southeastern states, told dealers, the truck press and fleet representatives that Hino America's 1984 objective is 600 retail sales.

"We have the capacity to build 2,000 trucks a year now and could go higher," he said. "If a dealer gets an order for 100 or even 1,000 units, we could build them."

Two Hino straight trucks, one a Class 6 and the other a Class 7, are assembled at a facility in Jacksonville.

The semi-knocked-down vehicles are shipped from Japan to Savannah, Ga., in sets of four — cabs, engines, transmissions, frames, axles and tires —and are transported by truck to Jacksonville.

Gary W. Hali, general assembly director, said the only U.S.-sourced items at this time are the fuel tanks and an optional Eaton two-speed rear axle and a four-speed Allison automatic transmission.

The plant currently is turning out three units a day on one eight-hour shift. Moran said Hino America hopes to add a tractor model to its product lineup "sometime down the road."

The Class 6 FE Series truck has a GVW rating of 25,000 pounds and is powered by a naturally aspirated, direct-injection six-cylinder Hino diesel mated with a Hino six-speed manual transmission. Wheelbases range from 148.8 inches to 198.8 inches.

The GVW rating of the Class 7 FF Series truck is 28,000 pounds, and the wheelbases and engine/transmission combination are the same as those in the FE Series. The in-line six develops 160 HP at 3,000 RPM and the maximum torque is 304 foot pounds at 1,800 RPM.

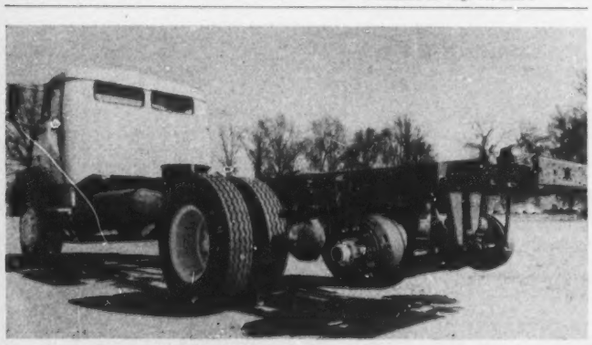
Options include radio (AM and AM/FM), air conditioner, engine tachometer with engine over-run warning buzzer, radiator curtain, engine fan clutch and transmission power takeoff.

• Toshio Fukazawa, president, Hino Motors, Ltd., Japan, was on hand for the formal dedication of the Jacksonville plant in mid-January and the Boca Raton meeting.

He noted that the company started its U.S. diesel certification program in 1973, and that development of trucks for the U.S. market was launched in 1977.

Moran, who became Hino's

Continued on Page 71, Col. 3



Granning expands suspensions line

Granning Suspensions, Inc., Livonia, Mich., has added the T300M auxiliary air-ride suspension for imported truck-chassis configurations. Designed for tag-axle applications, it fits mid-range truck chassis with frame widths from 27¾ inches to 35⅝ inches. It also can be fitted with an optional Granning T502L center-mounted air-lift kit to raise the axle during unloaded runs.

truck industry news

11-month, November gains touch almost all weight groups

Truck registrations rise sharply

Registrations of new trucks in the U.S. showed dramatic gains for both November and the January-November period, with increases in almost all of the eight weight classifications.

R. L. Polk & Co. reported that 11-month tallies totaled 2,644,686 units, an increase of 21.1 percent over the year-earlier 2,184,378. Registrations were up in light and medium trucks, but down slightly in the heavies.

The November total rose 17.6 percent to 253,205 units, compared with 215,220 in the same month in 1982. Lights and heavies showed strong advances, while mediums dropped below the year-earlier mark.

Ford, which was No. 1 in calendar 1983 retail sales, increased its lead over second-place Chevrolet by more than 2,500 units during the month. Through November, the Ford total was 839,507 units, compared with Chevrolet's 803,778.

Ford accounted for 31.74 percent of the industry total through November, an increase of 1.69 percentage points over the previous year's 30.05 percent on 656,365 registrations.

Chevrolet, which was No. 1 through November in 1982, had 30.39 percent of the 11-month total. In 1982, its 680,925 registrations accounted for 31.17 percent of the total.

Light-truck registrations in the January-November period totaled 2,486,652 units, a gain of 22.7 percent over the year-earlier 2,026,193. There were increases in all three weight groups in this market segment.

The Group 1 count was up 22.1 percent through November to 1,401,398 units, compared with 1,148,279 the previous year. The Group 2 total was 1,065,772, up 23.9 percent over the year-earlier 859,950 units. Group 3 was 5.7 percent higher, from 17,964 units in 1982 to 18,982.

Medium-truck tallies over the 11-month span showed an improvement of 3.9 percent, rising from 41,579 units in 1982 to 43,200. There were gains in two of the three weight classifications.

In Group 4, the total was 306 units, compared with only eight in the first 11 months of 1982. Group 5 was down 41.2 percent to 765 units, compared with 1,302 the previous year. Registrations of Group 6 vehicles totaled 42,129, an increase of 4.6 per-

GVW table on Page 80.

cent over the year-earlier 40,269 units.

Heavy trucks were down 1.5 percent through November in spite of a modest upturn in Group 8 registrations. The 11-month total was 114,834, compared with 116,606 units the previous year.

Group 7 tallies weer off 11.3 percent, from 50,268 units through November in 1982 to 44,570. But the Group 8 total was 5.9 percent higher than the previous year, from 66,338 units to 70,264.

In November, there were 238,661 light-truck registrations, an increase of 18.5 percent over the year-earlier 201,381.

The Group 1 count during the month was up 9.9 percent to 128,585 units, compared with 117,018 in 1982. Group 2 tallies totaled 107,618, up 30.1 percent from the year-earlier 82,393. In Group 3, there were 2,458 registrations, a gain of 47.2 percent over the previous year's 1,670 units.

A decline in Group 6 tallies during the month resulted in an 18 percent drop in medium-truck sales, 3,505 versus 4,274.

In Group 4, there were 29 registrations in November, compared with only one in 1982. Group 5 was up 172.7 percent to 150 units, compared with 55 the previous year. Group 6 was off 21.1 percent, from 4,218 units in 1982 to 3,326.

Heavy-truck registrations during the month were up 15.4 percent, from 9,565 units in 1982 to 11,039. The Group 7 total was 3,860, a gain of 3.3 percent over the previous year's 3,738. In Group 8, there were 7,179 tallies, 23.2 percent higher than the year-earlier 5,827.

HD registrations in November up 15.4 pct. over '82

November registrations of new heavy trucks in the U.S. were significantly higher than a year earlier, but the 11-month total was down slightly from the 1982 pace.

During the month, according to R. L. Polk & Co. statistics, 11,039 Groups 7 and 8 trucks were registered, an increase of 15.4 percent over 1982's 9,565 units. There were gains in both weight classes in November.

Through November, the heavy-truck count was off 1.5 percent to 114,834 units, compared with 116,606 in the like period a year earlier. Tallies were lower for Group 7, but up in Group 8.

November registrations of Group 7 trucks totaled 3,860 units, an increase of 3.3 percent over the year earlier 3,738 vehicles. The Group 8 count was 23.2 percent higher, from 5,827 units a year earlier to 7,179.

Eleven-month tallies of Group 8 vehicles totaled 70,264, a gain

Continued on Page 71, Col. 3

Used-truck outlet in Georgia opened by Volvo White

GREENSBORO, N. C. — With increased emphasis on the marketing of used as well as new vehicles, Volvo White Truck Corp. has opened its first used-truck center in Forest Park, Ga., near Atlanta.

According to Tom Jones, Volvo White's newly appointed Southeast used-truck manager, the used-truck center concept is an expansion of the company's existing locator program which gives Volvo White dealers access to a nationwide inventory of used trucks.

Volvo White issues a monthly publication to its dealers listing used vehicles in inventory, with specifications and prices.

U. S. TRUCK REGISTRATIONS

11 MONTHS, 1983 VS. 1982★

	11 mos., 1983	Percent Share of '83 market	11 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	839,507	31.74	656,365	30.05	+ 1.69
Chevrolet	803,778	30.39	680,925	31.17	− 0.78
Dodge	225,098	8.51	199,504	9.13	− 0.62
GMC	221,241	8.37	191,836	8.78	− 0.41
Jeep	63,868	2.41	55,534	2.54	− 0.13
International	45,734	1.73	42,139	1.93	− 0.20
Mack	13,482	0.51	13,780	0.63	− 0.12
Freightliner	9,866	0.37	6,447	0.29	+ 0.08
Plymouth*	7,385	0.28	9,367	0.43	− 0.15
Peterbilt	7,051	0.27	5,168	0.24	+ 0.03
Kenworth	6,868	0.26	6,692	0.31	− 0.05
Mercedes-Benz	2,585	0.10	2,735	0.13	− 0.03
White	2,266	0.09	2,357	0.11	− 0.02
Volvo	1,476	0.06	649	0.03	+ 0.03
Autocar	857	0.03	547	0.02	− 0.01
Western Star	279	0.01	593	0.03	− 0.02
Misc.**	393,345	14.87	309,740	14.18	+ 0.69
TOTALS	2,644,686	100.00	2,184,378	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New York, Nove[illegible], 1983.
*Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

11 MONTHS, 1983 VS. 1982★

	11 mos., 1983	Percent Share of '83 market	11 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	27,662	24.09	26,305	22.56	+ 1.53
Ford	23,675	20.62	27,511	23.59	− 2.97
GMC	14,414	12.55	19,182	16.45	− 3.90
Mack	11,541	10.05	11,911	10.22	− 0.17
Freightliner	9,866	8.59	6,447	5.53	+ 3.06
Peterbilt	7,051	6.14	5,168	4.43	+ 1.71
Chevrolet	6,893	6.00	7,001	6.00	.....
Kenworth	6,868	5.98	6,692	5.74	+ 0.24
White	2,266	1.97	2,357	2.02	− 0.05
Volvo	1,476	1.29	649	0.56	+ 0.73
Autocar	857	0.75	547	0.47	+ 0.28
Mercedes-Benz	848	0.74	909	0.78	− 0.04
Western Star	279	0.24	593	0.51	− 0.27
Misc.	1,138	0.99	1,334	1.14	− 0.15
TOTALS	114,834	100.00	116,606	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New York, November, 1983.

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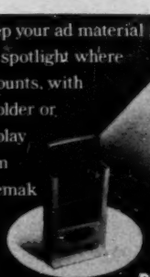

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But they account for more than 25 pct.

Import cars lose 4 points in share of market

By Jenny L. King
Staff Writer

Imports tumbled nearly four percentage points in their share of total new-car registrations for October, 1983, versus October, 1982. Total import registrations for the month were down less than 200 units from the year-earlier sum, but growth of the domestic market robbed them of their former share.

According to figures compiled by R. L. Polk & Co., registrations of new imported cars numbered 189,688 last October and took 25.06 percent of the U.S. market. The preceding year, they added to 189,821, or 28.99 percent.

Domestic registrations in October of 567,107 were up 21.96 percent from 464,985 a year earlier.

Nissan was the top import for October, with 39,273 registrations and 20.70 percent of the import market. It was up 0.46 percentage points from 20.24 percent in 1982. Toyota claimed second place with 19.55 percent of the market, a drop of 2.22 percentage points for the perennial leader.

Third-place Honda was up 0.78 percentage points, to 16.57 percent from 15.97 percent. Honda numbers include Accords built at the company's Ohio plant.

Fouth-place Mazda was down 0.42 percentage points in October; Subaru was up 0.17 percentage points, and Volkswagen dropped 0.64 percentage points. Subaru moved into fifth place and VW was nudged into sixth.

Volvo claimed seventh place and gained 0.96 percentage points; Mercedes moved back to eighth and lost 0.16 percentage points; BMW was ninth and up 0.20 percentage points, and the Mitsubishi Colt/Vista (the Chrysler imports) took 10th, replacing Audi.

R. L. Polk & Co. has revamped its 1982 registrations figures, deleting the U.S.-built Renault Alliance/Encore from the import listing. The company does include U.S.-built Rabbits in its VW (imports) total and U.S. Hondas in the Honda total.

The top 10 imports claimed 88.41 percent of the import market, down from 89.63 percent a year earlier.

Import registrations for the first 10 months of 1983 were 2,042,874, up 8.40 percent from 1,884,651 in the same period, 1982. Their share of the market was pared to 27.93 percent from 29.86 percent by competing domestics.

In the 10 months, Toyota lost 1.36 percentage points, Nissan gained 1.27 percentage points, Honda was off 0.32 percentage points and Mazda climbed 0.03 percentage points. Subaru, VW and Audi all lost ground compared with 1982, while Volvo, Mercedes and BMW picked up parts of percentage points.

The Top Ten imports claimed 89.01 percent of the import total for the period compared with 89.95 percent in 1982.

Japanese-built imported cars represented 76.07 percent of the import total in October, down from 78.07 percent the preceding year. German products claim 10.38 percent, down from 10.62 percent and U.S. imports were up 6.28 percent from 4.47 percent.

Registrations by country of origin included:

	Oct., 1983	Oct., 1982
Japan	144,287	148,184
West Germany	19,683	20,166
United States	11,910	8,490
Sweden	8,200	6,305
France	3,781	4,296
Great Britain	1,254	1,014
Italy	466	1,060
Ireland	107	306
TOTAL	189,688	189,821

Ten-month registrations included the following numbers of cars from eight countries:

	10 Mos., 1983	10 Mos., 1982
Japan	1,572,991	1,473,149
West Germany	210,514	186,530
United States	100,269	81,454
Sweden	96,727	77,400
France	40,820	41,832
Great Britain	12,796	8,111
Italy	7,913	13,359
Ireland	844	2,816
TOTAL	2,042,874	1,884,651

October-to-October registrations of new imported trucks were up 6.28 percent, to 43,819 from 41,230. Total for each major manufacturer looked like this:

	Oct., 1983	Oct., 1982
Toyota	14,372	15,204
Nissan	12,844	10,696
Mazda	6,114	3,495
Dodge Ram 50	3,700	3,287
Others	6,789	8,548
TOTAL	43,819	41,230

Year-to-date truck registrations were up 14.85 percent in 1983 through October, to 406,241 from 353,719. The breakout included:

	1983 10 Mos.,	1982 10 Mos.,
Toyota	143,874	121,185
Nissan	111,448	79,704
Mazda	55,726	30,553
Dodge Ram 50	26,308	26,524
Others	68,885	95,753
TOTAL	406,241	353,719

TOP CARS

U.S. registrations for the first 10 months of 1983. Registrations not available for Oklahoma.

1983 Position	Make	1982 Position
1—1,069,070	Chevrolet	994,720—1
2— 832,161	Ford	727,945—2
3— 793,687	Oldsmobile	624,735—3
4— 674,048	Buick	573,042—4
5— 452,360	Toyota	442,918—5
6— 437,540	Nissan	379,702—6
7— 427,153	Pontiac	372,973—7
8— 325,546	Honda	306,552—8
9— 322,765	Mercury	258,920—9
10— 253,587	Dodge	200,653—10
11— 235,257	Cadillac	188,063—12
12— 217,095	Plymouth	199,643—11
13— 207,968	Chrysler	137,639—13
14— 155,798	AMC	79,167—17
15— 142,853	Mazda	131,209—14
16— 123,735	Subaru	115,844—16
17— 116,805	VW	124,726—15
18— 81,053	Lincoln	66,916—18
19— 75,494	Volvo	62,146—19
20— 58,890	Mercedes	53,024—20
21— 47,653	BMW	41,616—22
22— 37,481	Audi	37,549—21
224,517	Other Imports	189,365
562	Misc. Dom.	2,183
7,313,078	TOTAL	6,311,250

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

10 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.62	15.76	−1.14
Ford	11.38	11.53	−0.15
Oldsmobile	10.85	9.90	+0.95
Buick	9.22	9.08	+0.14
Toyota	6.19	7.02	−0.83
Nissan	5.98	6.02	−0.04
Pontiac	5.84	5.91	−0.07
Honda	4.45	4.86	−0.41
Mercury	4.41	4.10	+0.31
Dodge	3.47	3.18	+0.29
Cadillac	3.22	2.98	+0.24
Plymouth	2.97	3.16	−0.19
Chrysler	2.84	2.18	+0.66
AMC	2.13	1.25	+0.88
Mazda	1.95	2.08	−0.13
Subaru	1.69	1.84	−0.15
VW	1.60	1.98	−0.38
Lincoln	1.11	1.06	+0.05
Volvo	1.03	0.99	+0.04
Mercedes	0.81	0.84	−0.03
BMW	0.65	0.66	−0.01
Audi	0.51	0.59	−0.08
Other Imports	3.07	3.00	+0.07
Misc. Dom.	0.01	0.03	−0.02
TOTAL	7,313,078	6,311,250	

Based on new-car registration figures from R. L. Polk & Co. Registrations not available for Oklahoma.

Morningstar named

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo, Inc., has promoted Craig Morningstar, formerly its Los Angeles district sales manager, to public relations manager. He succeeds James B. Weber, who resigned.

Justice Dept. gives go-ahead to LP-gas promotional fund

WASHINGTON. — The establishment of a promotional fund by the National LP-Gas Assn. to advertise nationally the use of propane as an automotive fuel alternative will not be challenged by the Government, the Department of Justice announced.

The Engine Fuel Promotional Fund, to be operated by a trade association based in Arlington, Va., will be financed by voluntary contributions from association members. These include propane manufacturers of carburetion units (fuel locks, carburetors and converters), propane-tank manufacturers and propane-equipment distributors.

The Justice Department took a look at the fund because of possible anti-trust implications arising from the joint advertising proposal.

Under the plan, equipment manufacturers and distributors would contribute a percentage of annual gross sales and propane tank manufacturers would contribute a fixed amount per unit sold, the department said.

Equipment distributors and tank manufacturers would also collect a voluntary contribution from purchasers of carburetion units and propane tanks, after being advised by letter that the contribution is voluntary.

The association said each member would continue to determine independently the price, terms and conditions of its product.

Assistant Attorney General for Antitrust, J. Paul McGrath, said in a letter to the association that jointly funded advertising may increase the sales of propane and may have the procompetitive effect of stimulating competition with other forms of engine fuel and related equipment, "a result that is unlikely to be achieved by any single manufacturer or distributor due to the expense of national advertising."

The Justice Department's concern centered on whether participating members could individually raise their prices to offset additional advertising costs. But, the department found that the revenues would not represent increased profit, but would be used for product advertising, "which may increase the demand for the product, resulting in increased propane production in the automotive market."

The department cautioned, however, that while individual decisions to raise prices to reflect advertising costs are legal under the antitrust laws, an understanding between association members to do so would not be legal.

McGrath said that the fund's potential procompetitive effects would be outweighed by the large number of participating members, the newness of the industry and competition from other engine fuels.

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IMPORT REGISTRATION SHARES IN U. S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1983	Percent Share of Market	Regis., Oct., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 10 mos., 1983	Percent Share of Market	Regis., 10 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Nissan	39,273	20.70	38,419	20.24	+ 0.46	452,360	22.14	442,918	23.50	− 1.36
Toyota	37,083	19.55	41,329	21.77	− 2.22	437,540	21.42	379,702	20.15	+ 1.27
Honda	31,435	16.57	29,983	15.79	+ 0.78	325,546	15.94	306,552	16.26	− 0.32
Mazda	14,152	7.46	14,954	7.88	− 0.42	142,853	6.99	131,209	6.96	+ 0.03
Subaru	13,443	7.09	13,141	6.92	+ 0.17	123,735	6.06	115,844	6.15	− 0.09
VW	11,943	6.30	13,175	6.94	− 0.64	116,805	5.72	124,726	6.62	− 1.10
Volvo	6,545	3.45	4,734	2.49	+ 0.96	75,494	3.70	62,146	3.30	+ 0.40
Mercedes	5,295	2.79	5,592	2.95	− 0.16	58,890	2.88	53,024	2.81	+ 0.07
BMW	4,928	2.60	4,555	2.40	+ 0.20	47,653	2.33	41,616	2.21	+ 0.12
Colt/Vista	3,609	1.90	.....	.....	.....	37,481	1.83	37,594	1.99	− 0.16
Audi	.....	.....	4,262	2.25	.....	224,517	10.99	189,365	10.05	+ 0.94
Others	21,982	11.59	19,677	10.37	+ 1.22					
TOTAL	189,688		189,821			2,042,874		1,884,651		
Share of U. S. Total		25.06		28.99	− 3.93		27.93		29.86	− 1.93

Registrations not available for Oklahoma.

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In new edition of The Car Book

Best, worst cars rated according to quality

WASHINGTON. — The 1984 edition of The Car Book is the first to rate cars according to their overall quality, according to its author, Jack Gillis.

The book, which Gillis, a former NHTSA official, continued on his own after ex-NHTSA Administrator Raymond A. Peck dropped it, rates cars according to their performance in five weighted categories — crash testing, fuel economy, preventive maintenance, repair costs and insurance costs.

According to The Car Book, the best overall cars for 1984 are Ford Escort/Mercury Lynx, Toyota Camry, Nissan Stanza, Ford LTD/Mercury Marquis, Nissan 200-SX, Ford Mustang/Mercury Capri, Dodge Charger/Plymouth Turismo and Oldsmobile Cutlass Ciera, Omega and Firenza.

The worst overall cars, it says, are Cadillac Fleetwood/deVille, Oldsmobile 98, Renault Sportwagon, Volkswagen Rabbit, Scirocco and Quantum, Ford Thunderbird, Mercury Cougar, Toyota Cressida, Buick Electra, and Chevrolet Caprice/Impala.

By car sizes, Escort/Lynx and Camry were rated best among the subcompacts, while Renault Sportwagon, the Rabbit and the Scirocco were rated worst.

Winning the roses among the compacts were Mustang/Capri, 200-SX and Omega. Drawing the scallions were Quantum and Chrysler LeBaron convertible.

Among intermediates, Cutlass Ciera and Volvo DL were the winners, the Thunderbird, Cougar and Cressida the losers. Leading the pack among large cars were the Ford LTD Crown Victoria and Mercury Grand Marquis, with the Fleetwood/deVille and Oldsmobile 98 bringing up the rear.

The book also lists good choices among both new and used cars for 1984, according to the information included in its purchasing guides.

"Good choices" among new cars include the Escort, Lynx, Stanza, Dodge Charger, Plymouth Turismo, Chevette, Pontiac 1000 and Honda Accord among subcompacts; Mustang, Capri, 200-SX and Firenza among compacts; Volvo DL, Buick Regal, Cutlass Supreme and Pontiac Bonneville among intermediates, and Crown Victoria, Grand Marquis and Oldsmobile Toronado among large cars.

Among used cars, the likeliest bets, according to The Car Book, are Ford LTD, Datsun 510, Honda Civic, Dodge Dart, Lincoln Continental, Mazda GLC, Oldsmobile 88, Plymouth Valiant/Duster, Subaru, Toyota Corolla and Corona and Volvo 240.

The auto ratings in "The Car Book" showed no overall pattern between foreign and domestic cars as to crash testing, fuel economy or any of the other quality ratings.

Gillis noted that crash results for vastly different sizes of car — for example, between a Honda Civic and a Cadillac Seville — cannot and should not be compared with each other.

NHTSA, after having dropped The Car Book, now plans to offer a publication called Autowise, containing much the same information as The Car Book. Autowise probably will not attempt to rate cars.

Copies of the 1984 edition of The Car Book may be obtained for $8.95 from the Center for Auto Safety, 1223 Dupont Circle Building, Washington, D.C. 20036.

Hatfield honored

Bud Hatfield, right, Trader Bud's Westside Dodge, Columbus, O., receives Chrysler Corp.'s award for excellence from D. R. Krumboltz, Chrysler's Cincinnati zone manager. The award is in recognition of a dealership's performance in sales, customer service, administration, facilities and community relations.

HD registrations in November up 15.4 pct. over '82

Continued from Page 14

of 5.9 percent over the 66,338 registered in the like period last year. The Group 7 count was off 11.3 percent to 44,570 units, compared with 50,268 in 1982.

Through November, International was No. 1 in heavy-truck tallies with 27,662, accounting for 24.09 percent of the industry total. At the same time in 1982, it was in second place with 26,305 units and 22.56 percent of the total.

Second-place Ford had 23,675 heavy-truck registrations, accounting for 20.62 percent of the total. A year ago, it was No. 1 with 27,511 units, good for 23.59 percent of the total.

Through November, Freightliner had the biggest improvement in market share. Its 9,866 registrations accounted for 8.59 percent of the total, up 3.06 percentage points from last year's 5.53 percent on 6,447 tallies.

The biggest loser in penetration was GMC, with a decline of 3.90 points. Its 11-month count was 14,414, accounting for 12.55 percent of the total. A year ago, its 19,182 registrations were good for 16.45 percent.

Hino America charts '84 sales reaching 600

Continued from Page 14

first and only U.S. distributor last July, said four trucks have been in service in the U.S. since 1982—two with more than 100,000 miles—and have encountered no problems.

Hino America has signed 12 dealers in the major metropolitan areas in the five-state area, and John McNally, the firm's executive vice president and general manager, said there probably would be no more than 15.

Moran said most of the dealers currently handle Kenworth heavy trucks and that several have Mercedes-Benz franchises.

"There will be no over-dealering in our operation," Moran said. "We want our dealers to be successful, and they have to be profitable to do a good job of selling and servicing the Hino trucks."

Warner speaks at Northwood marketing classes

MIDLAND, Mich.—Rick Warner, president of Rick Warner Truckland, Salt Lake City, served as dealer-in-residence at Northwood Institute here.

Warner shared his experience in all aspects of owning and operating a large dealership with Northwood's automotive marketing students.

Warner bought his dealership in 1965 and has seen sales grow from $11 million to more than $80 million per year.

Last year, Rick Warner Truckland and Rick Warner Ford sold more than $17 million worth of parts.

Model breakdown
Auction Averages

	JANUARY	DECEMBER	NOVEMBER
1984	$10,118		
1983	8,110	$ 9,683	$ 9,086
1982	6,338	6,445	7,035
1981	5,279	5,414	5,739
1980	4,239	4,734	4,812
1979	3,902	3,955	4,095
1978	2,589	2,959	3,187
1977	1,999	1,895	2,475
Overall Average	$ 5,359	$ 4,308	$ 5,059

Used Car Sales
Auction Averages

January	$5,359
Month ago	$4,308
Year ago	$4,646

factories list auction dates

Ford Motor Co.

Feb. 1—Clanton's Auto Auction, Darlington, S. C.

General Motors

Jan. 30—Florida Auto Auction of Orlando, Orlando, Fla.

Jan. 31—South Seattle Auto Auction, Kent, Wash.

Feb. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Feb. 9—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16 —Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill.

NEW TRUCK SALES BY MAKE AND GVW CLASS

11 MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Nov., '83	.....	.....	.....	.....	.....	.....	.....	73	73
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	42	42
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**857**	**857**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	547	547
CHEVROLET	**Nov., '83**	**43,007**	**33,712**	**2,378**	.....	**26**	**480**	**573**	**21**	**80,197**
	Nov., '82	39,865	26,662	1,621	.....	22	437	425	31	69,063
	Year to Date '83	**438,261**	**334,780**	**16,356**	.....	**260**	**5,228**	**6,481**	**412**	**803,778**
	Year to Date '82	369,907	281,798	17,085	.....	338	4,796	6,386	613	680,925
(Memo Units) #	**Nov., '83**	**28,733**	**12,148**	.....	.....	.....	.....	.....	.....	**40,881**
	Nov., '82	23,103	9,059	.....	.....	.....	.....	.....	.....	32,162
	Year to Date '83	**293,488**	**135,783**	.....	.....	.....	.....	.....	.....	**429,271**
	Year to Date '82	217,907	95,924	.....	.....	.....	.....	.....	.....	313,831
DODGE	**Nov., '83**	**11,938**	**7,862**	.....	.....	.....	.....	.....	.....	**19,800**
	Nov., '82	10,798	5,707	.....	.....	.....	.....	.....	.....	16,505
	Year to Date '83	**135,727**	**89,381**	.....	.....	.....	.....	.....	.....	**225,098**
	Year to Date '82	131,547	67,937	20	.....	.....	.....	.....	.....	199,504
(Memo Units) #	**Nov., '83**	**7,610**	**5,359**	.....	.....	.....	.....	.....	.....	**12,969**
	Nov., '82	7,257	4,101	.....	.....	.....	.....	.....	.....	11,358
	Year to Date '83	**86,062**	**65,123**	.....	.....	.....	.....	.....	.....	**151,185**
	Year to Date '82	82,250	48,042	.....	.....	.....	.....	.....	.....	130,292
FORD	**Nov., '83**	**25,319**	**54,762**	.....	.....	.....	**695**	**1,395**	**598**	**82,770**
	Nov., '82	20,450	38,278	.....	.....	.....	1,348	1,592	797	62,465
	Year to Date '83	**300,482**	**505,899**	.....	.....	.....	**9,451**	**16,926**	**6,749**	**839,507**
	Year to Date '82	225,878	391,095	.....	.....	.....	11,881	19,181	8,330	656,365
(Memo Units) #	**Nov., '83**	**22,212**	**18,297**	.....	.....	.....	.....	.....	.....	**40,509**
	Nov., '82	12,389	14,641	.....	.....	.....	.....	.....	.....	20,730
	Year to Date '83	**235,347**	**189,899**	.....	.....	.....	.....	.....	.....	**425,246**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	278,524
FREIGHTLINER	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**1,021**	**1,021**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	648	648
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**9,866**	**9,866**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,447	6,447
GMC	**Nov., '83**	**9,661**	**8,943**	**76**	.....	**124**	**473**	**693**	**595**	**20,565**
	Nov., '82	9,179	8,311	49	.....	33	327	559	439	18,897
	Year to Date '83	**97,478**	**102,531**	**620**	.....	**498**	**5,700**	**8,012**	**6,402**	**221,241**
	Year to Date '82	79,950	86,829	859	.....	953	4,063	11,789	7,393	191,836
(Memo Units) #	**Nov., '83**	**5,835**	**3,045**	.....	.....	.....	.....	.....	.....	**8,880**
	Nov., '82	4,515	2,459	.....	.....	.....	.....	.....	.....	6,974
	Year to Date '83	**58,540**	**41,762**	.....	.....	.....	.....	.....	.....	**100,302**
	Year to Date '82	38,969	25,811	.....	.....	.....	.....	.....	.....	64,780
INTERNATIONAL	**Nov., '83**	.....	.....	.....	.....	.....	**1,315**	**966**	**1,764**	**4,045**
	Nov., '82	.....	.....	.....	.....	.....	1,804	898	1,464	4,166
	Year to Date '83	.....	.....	.....	.....	.....	**18,072**	**10,311**	**17,351**	**45,734**
	Year to Date '82	.....	.....	.....	.....	.....	15,834	10,791	15,514	42,139
JEEP	**Nov., '83**	**6,076**	**1,942**	.....	.....	.....	.....	.....	.....	**8,018**
	Nov., '82	3,188	2,694	.....	.....	.....	.....	.....	.....	5,882
	Year to Date '83	**40,834**	**23,034**	.....	.....	.....	.....	.....	.....	**63,868**
	Year to Date '82	33,176	22,358	.....	.....	.....	.....	.....	.....	55,534
(Memo Units) #	**Nov., '83**	**6,076**	**1,613**	.....	.....	.....	.....	.....	.....	**7,707**
	Nov., '82	3,188	2,280	.....	.....	.....	.....	.....	.....	5,468
	Year to Date '83	**40,834**	**19,450**	.....	.....	.....	.....	.....	.....	**60,284**
	Year to Date '82	33,176	17,381	.....	.....	.....	.....	.....	.....	50,557
KENWORTH	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**845**	**845**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	606	606
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,868**	**6,868**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,692	6,692
MACK	**Nov., '83**	.....	.....	.....	.....	.....	**155**	**55**	**912**	**1,122**
	Nov., '82	.....	.....	.....	.....	.....	144	103	891	1,138
	Year to Date '83	.....	.....	.....	.....	.....	**1,941**	**868**	**10,673**	**13,48?**
	Year to Date '82	.....	.....	.....	.....	.....	1,869	613	11,298	13,7??
MERCEDES-BENZ	**Nov., '83**	.....	.....	.....	.....	.....	**208**	**49**	.....	**257**
	Nov., '82	.....	.....	.....	.....	.....	158	82	.....	240
	Year to Date '83	.....	.....	.....	.....	.....	**1,737**	**848**	.....	**2,585**
	Year to Date '82	.....	.....	.....	.....	.....	1,826	909	.....	2,735
PETERBILT	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**799**	**799**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	565	565
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**7,051**	**7,051**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,168	5,168
PLYMOUTH	**Nov., '83**	**385**	**47**	.....	.....	.....	.....	.....	.....	**432**
	Nov., '82	383	362	.....	.....	.....	.....	.....	.....	745
	Year to Date '83	**4,053**	**3,332**	.....	.....	.....	.....	.....	.....	**7,385**
	Year to Date '82	5,765	3,602	.....	.....	.....	.....	.....	.....	9,367
VOLVO	**Nov., '83**	.....	.....	.....	.....	.....	.....	**107**	**82**	**189**
	Nov., '82	.....	.....	.....	.....	.....	.....	64	27	91
	Year to Date '83	.....	.....	.....	.....	.....	.....	**908**	**568**	**1,476**
	Year to Date '82	.....	.....	.....	.....	.....	.....	456	193	649
WESTERN STAR	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**26**	**26**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	43	43
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**279**	**279**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	593	593
WHITE	**Nov., '83**	.....	.....	.....	.....	.....	.....	.....	**322**	**322**
	Nov., '82	.....	.....	.....	.....	.....	.....	.....	217	217
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**2,266**	**2,266**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,357	2,357
MISCELLANEOUS*	**Nov., '83**	**32,199**	**350**	**4**	**29**	.....	.....	**21**	**121**	**32,724**
	Nov., '82	33,155	679	.....	1	.....	.....	15	57	33,907
	Year to Date '83	**385,063**	**6,825**	**6**	**306**	**7**	.....	**216**	**922**	**393,345**
	Year to Date '82	302,056	6,331	.....	8	11	.....	141	1,193	309,740
TOTALS	**Nov., '83**	**128,585**	**107,619**	**2,458**	**29**	**150**	**3,326**	**3,860**	**7,179**	**253,205**
	Nov., '82	117,018	82,693	1,670	1	55	4,218	3,738	5,827	215,220
	Year to Date '83	**1,401,898**	**1,065,772**	**18,982**	**306**	**765**	**42,129**	**44,570**	**70,264**	**2,644,686**
	Year to Date '82	1,148,279	859,950	17,964	8	1,302	40,269	50,268	66,338	2,184,378

★—No registrations for Oklahoma, 1983 and 1982; New York, November, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Dodge/USFL Man of the Year

Raymond Chester, second from right, Oakland Invader tight end, accepts keys to a new Dodge Ramcharger following his selection as 1983 Dodge/U. S. Football League Man of the Year. Pete Sehlmeyer, right, Dodge Oakland district sales manager, made the presentation. At left are Frank Baekens, general manager, Hayward Dodge, Hayward, Calif., and Barbara Nichols, also of the dealership. Chester, who retired at the end of the season, was honored for his community service as well as his performance on the football field.

Ford recalling Mark VII's and 360 F-250 light trucks

DEARBORN. — Ford Motor Co. is recalling approximately 4,400 1984-model Continental Mark VII cars for modification of an antitheft locking mechanism in the steering column.

"The mechanism may not conform to a requirement of Federal Vehicle Safety Standard No. 114, 'theft protection,'" said John P. King, service engineering manager for Ford Parts and Service Division.

"To meet this requirement, the column mechanism is designed to prevent its locking of the steering mechanism unless the vehicle gearshift lever is in the "park" position," King said.

On some of these cars, this mechanism may malfunction, permitting the column to lock when the ignition key is turned to an "off" position, even though the gearshift selector has not been placed in its "park" position.

Most drivers never would have reason to turn the ignition keys of their vehicles to the "off" position while their vehicles are in motion, King said.

In addition to the cars in customer hands, another 8,000 vehicles in transit to dealers or in dealer inventory will be modified.

A new tire-pressure-and-loading information placard will be mounted on the door post of the recalled cars, King said. The old placard incorrectly identified the cars as being rated for six passengers rather than for five and incorrectly stated the cargo capacity at 200 pounds, instead of 150 pounds.

There have been no reports of accidents connected with either condition, King said.

Ford also is recalling 360 1984-model Ford F-250 Series Heavy-Duty 4x4 SuperCab light trucks built through Oct. 5, 1983, for replacement of the front-drive axles.

"Front-drive axles rated at 3,850 pounds, rather than 4,600 pounds, as specified in product literature, were installed in these vehicles," King said. "In severe-use applications, the 3,850-pound-rated axles likely would be less durable than the 4,600-pound-rated axles. Loss of power to the front wheels eventually could occur."

Dealer fails to block use of Encore name

MONTREAL. — A Honda dealer here has failed in his attempt to block the use of the Encore name on American Motors-Renault's '84 hatchback.

Five-year- old Encore, Automobiles, Ltee., was seeking a court injunction, claiming it has exclusive rights to the name.

A judge, however, pointed out that the name is hardly unique. Preliminary research showed nearly 100 area businesses have been using it as their trademark.

The dealer's contention that the name would create confusion in the minds of car buyers was rejected by the judge.

VanHoeck appointed

DETROIT. — Marie VanHoeck has been appointed staff scientist by the MVMA. She will be involved in environmental activities.

14 assembly plants work overtime

Auto production jumps to 166,085

By Joe Wilssens
Staff Writer

With 14 domestic auto assembly plants working extra hours last week, U. S. auto makers slated production of 166,085 units, a 1.79 percent increase over the prior week's output of 163,169.

Last week's total was a healthy 39.09 percent ahead of the 119,409 units produced in the year-ago week.

Breakdown for the week by company was: General Motors, 59.41 percent; Ford Motor Co., 21.72 percent; Chrysler Corp., 13.31 percent; American Motors, 2.89 percent; Volkswagen of America, 1.41 percent, and Honda, 1.26 percent.

GM's Orion (Mich.) plant was down last week while Wentzville (Mo.) worked only one day due to part shortages. Both are expected to return to production this week. Working two shifts on Saturday (Jan. 28) at GM were: Detroit, Janesville (Wis.), Lansing (B-D and G lines), Lordstown (O.) and Pontiac.

Five Ford facilities put in extra daily hours. They were: Atlanta, Chicago, Edison (N.J.), St. Louis and Wayne (Mich.). This week, Ford will follow the same daily overtime schedule and will add Saturday (Feb. 4) hours at Atlanta and Wayne.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two 8½-hour shifts.

This week, Chrysler plans the same daily overtime schedule; extra Saturday hours will be added at Belvidere and St. Louis No. 1.

AMC increases prices on imports, adds options

Continued from Page 4

added in, AMC calculates the price of a comparably equipped Sportwagon fell this year by $215, or 2.2 percent.

AMC is now taking orders on "Diamond Edition" models of the Renault Encore and Alliance and Jeep CJ-7. The vehicles, with packages of equipment at reduced prices, will be built in February and March for sale this spring.

Diamond Edition Encores offer equipment with a list-price reduction of $284 from a comparably equipped Encore LS, plus distinctive paint and trim, AMC said.

Available in black or white clearcoat, they feature gold graphics and bumper inserts and gold-colored aluminum wheels. Other features are dual remote mirrors; AM/FM stereo with electronic tuning, six speakers and cassette player, and luxury sport cloth wing seats.

Diamond Edition Encores are $7,570 for the three-door, $7,770 for the five-door.

The Diamond Edition Alliances are equipped the same as the special Encores and also have a rear decklid luggage rack. The Alliance package is $317 below a comparably equipped Alliance DL, AMC said.

The Diamond Edition Alliance two-door is $7,715; the four-door, $8,015.

The Jeep CJ-7 package includes special sunshine yellow or Adriatic blue clearcoat metallic paint, black or white soft top, black highback denim vinyl seats, chrome front bumper and rear bumperettes, decor group, dual chrome outside mirrors, P215/75 R15 Wrangler mud or snow tires and color-keyed styled wheels with trim rings.

AMC said the package offers a price reduction of $400.

It is available on CJ-7s ordered with five-speed manual transmission, conventional spare tire, removable front and rear carpet, 20-gallon fuel tank, body side steps, center console and fog lamps.

The Diamond Edition CJ-7 is $8,756 with the special package and required equipment.

Misubishi promotes 3

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America, Inc., has promoted Ronald Jones to district parts manager, San Francisco Region, and Tom McGraw and Bruce Decker to district sales managers, Pacific Northwest Region and Southeast Region, respectively.

Truck production remains above 60,000 for week

Domestic truck production last week remained at about the same level as the previous week.

The truck makers slated assembly of 61,097 units, 1.65 percent more than the previous week's 60,106. The output leads the year-ago tally of 40,654 by 50.29 percent.

During the first four weeks of production this year, the manufacturers produced 228,995 trucks, 77.43 percent above the 129,059 finished during the same period last year.

Nine truck assembly facilities put in extra hours last week, the same number that worked overtime the previous week.

At General Motors, Janesville (Wis.), Lordstown (O.) and Pontiac No. 5 worked two shifts Saturday (Jan. 28).

Ford Motor Co. scheduled extra daily hours at all six of its truck plants. Ford plans to follow the same overtime schedule this week, with the addition of Saturday (Feb. 4) hours at Kansas City.

Cutlass Supreme tops '83 sales

DETROIT. — Oldsmobile Cutlass Supreme overtook Ford Escort as the No. 1 nameplate for 1983.

The sales leaders were:

1.	Olds Cutlass Supreme	331,179
2.	Ford Escort	326,333
3.	Chevrolet Cavalier	259,397
4.	Chevrolet Caprice	238,930
5.	Buick Regal	234,035
6.	Oldsmobile 88	228,770
7.	Honda Accord	222,137
8.	Nissan Sentra	209,889
9.	Olds Cutlass Ciera	191,720
10.	Chevrolet Chevette	178,759

Week's output holds steady at Canadian plants

Canadian auto makers slated production of 23,636 units last week, 96 units behind the prior week's 23,732 and 13.65 percent better than 20,796 assembled in the year-ago period.

So far this year, the manufacturers have built 83,716 cars, leading the 1983 total of 69,797 by 19.94 percent.

Truck production last week was targeted at 15,642, down 229 units from the previous week's 15,871 and 55.55 percent better than the 10,056 units completed in the year-ago week.

Year-to-date, truck production grew to 58,159, a strong 75.80 percent ahead of 33,081 units which were assembled in the first four weeks of 1983.

Chrysler Corp. estimated production of 1,431 Dodge Caravans, 1,240 Plymouth Voyagers and 606 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 10,918.

U. S. CAR PRODUCTION

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
AMERICAN MOTORS	4,800	3,843	3,618	12,542	13,701	12,542
AMC Total	.....	826	.....	.....	1,631	.....
Eagle	.....	826	.....	.....	.....	.....
Renault Total	4,800	3,017	3,618	12,542	12,070	12,542
Alliance	2,400	3,017	1,818	6,224	12,070	6,224
Encore	2,400	.....	1,800	6,318	.....	6,318
CHRYSLER CORP.	22,100	14,821	24,044	86,575	40,183	86,575
Plymouth Total	7,400	5,633	7,697	27,141	14,222	27,141
Horizon	3,400	2,104	2,983	10,129	4,002	10,129
Reliant	3,600	3,487	4,270	15,477	10,079	15,477
Caravelle†	200	42	248	716	141	716
Gran Fury	200	.....	196	819	.....	819
Chrysler Total	6,200	3,694	7,212	26,486	10,708	26,486
LeBaron	2,100	1,926	2,223	8,191	5,886	8,191
Laser	1,000	.....	1,540	5,052	.....	5,052
Chrysler E-Class	1,900	1,768	2,152	7,673	4,822	7,673
Fifth Avenue	1,200	.....	1,297	5,570	.....	5,570
Dodge Total	8,500	5,494	9,135	32,948	15,253	32,948
Omni	3,000	1,967	2,669	8,947	4,209	8,947
Aries	2,900	2,386	3,155	11,935	7,292	11,935
Daytona	900	.....	1,232	5,134	.....	5,134
Dodge 400	.....	651	.....	.....	1,858	.....
Dodge 600	1,400	490	1,736	5,900	1,894	5,900
Diplomat	300	.....	343	1,032	.....	1,032
FORD MOTOR	36,066	29,612	33,897	120,174	86,063	120,174
Ford Division	23,642	18,561	22,010	78,841	51,623	78,841
Escort	6,752	7,312	4,692	22,605	13,354	22,605
Fairmont	.....	2,995	.....	.....	11,917	.....
Mustang	3,040	1,651	3,393	8,984	6,363	8,984
LTD	4,904	3,229	4,940	18,178	12,313	18,178
Thunderbird	3,554	2,222	3,614	10,765	3,991	10,765
Crown Victoria	1,435	1,045	1,562	6,651	3,549	6,651
EXP	1,083	107	867	3,127	136	3,127
Tempo	2,874	.....	2,942	8,531	.....	8,531
L-M Division	12,424	11,098	11,887	41,333	24,460	41,333
Mercury Total	8,877	8,963	9,378	29,691	26,198	29,691
Lynx	1,391	1,959	1,513	4,975	3,401	4,975
Capri	1,014	387	665	1,935	1,609	1,935
Zephyr	.....	930	.....	.....	3,733	.....
Marquis	1,966	1,372	1,939	7,010	4,275	7,010
Cougar	1,946	1,059	1,968	5,736	1,982	5,736
Grand Marquis	2,160	3,209	2,052	6,998	11,157	6,998
LN7	.....	47	.....	.....	41	.....
Topaz	1,200	.....	1,241	3,037	.....	3,037
Lincoln Total	2,747	2,088	2,509	11,642	8,262	11,642
Continental	495	415	473	2,191	1,651	2,191
Lincoln	1,711	895	729	4,038	3,696	4,038
Mark VI/VII	541	780	1,307	5,413	2,915	5,413
GENERAL MOTORS	98,669	71,033	97,034	377,484	261,488	377,484
Buick Division	20,354	18,193	21,666	81,287	64,993	81,287
Skylark	2,626	2,766	1,775	7,121	6,723	7,121
Skyhawk	3,329	1,422	3,148	13,319	5,884	13,319
Century	4,110	3,307	4,478	16,279	10,156	16,279
Regal	3,960	5,611	4,845	17,576	22,650	17,576
Buick	4,874	4,409	5,855	21,204	16,739	21,204
Riviera	1,324	678	1,381	4,730	2,841	4,730
Electra (fwd)	131	.....	184	758	.....	758
Cadillac Division	6,892	7,383	6,426	25,740	27,944	25,740
Cimarron	515	462	400	1,798	2,058	1,798
Seville	745	570	783	2,817	2,227	2,817
Eldorado	1,420	1,673	1,493	5,398	6,458	5,398
Cadillac	4,212	4,678	3,556	15,249	17,201	15,249
DeVille (fwd)	.....	.....	194	478	.....	478
Chevrolet Division	34,507	19,935	33,797	129,800	74,372	129,800
Chevette	4,265	4,444	3,589	15,722	13,995	15,722
Cavalier	9,731	3,148	7,571	33,119	12,121	33,119
Celebrity	5,630	1,460	5,574	21,179	5,749	21,179
Camaro	5,293	3,930	5,959	21,120	15,302	21,120
Citation	2,055	2,625	1,927	7,080	8,921	7,080
Malibu/El Camino	569	2,238	567	2,131	9,574	2,131
Monte Carlo	4,069	1,422	4,688	16,675	6,212	16,675
Chevrolet	2,220	588	2,599	9,393	2,352	9,393
Corvette	775	80	623	2,781	146	2,781
Oldsmobile Division	25,922	18,393	24,502	98,583	68,640	98,583
Omega	1,294	2,240	785	3,476	4,262	3,476
Firenza	1,706	762	1,340	6,649	2,840	6,649
Cutlass Supreme	7,620	5,156	6,844	28,862	21,225	28,862
Cutlass Ciera	4,920	2,573	5,656	20,027	9,074	20,027
Oldsmobile	9,506	6,805	8,746	35,689	27,964	35,689
Olds 98 (fwd)	.....	.....	216	544	.....	544
Toronado	876	857	915	3,336	3,275	3,336
Pontiac Division	10,994	7,129	10,643	42,074	25,539	42,074
Acadian†	.....	583	326	849	394	849
2000 Sunbird	2,794	1,595	2,439	11,306	6,272	11,360
1000	795	891	808	2,866	2,764	2,866
Firebird	2,344	1,585	2,361	9,064	6,244	9,064
Phoenix	331	715	361	1,499	2,175	1,499
G. Prix/Bonneville	1,470	1,760	1,474	5,631	7,690	5,631
Parisienne	440	.....	522	1,843	.....	1,843
Fiero	2,820	.....	2,332	9,016	.....	9,016
HONDA	2,100	100*	2,193	8,643	400*	8,643
VOLKSWAGEN	2,350	.....	2,383	8,968	9,444	8,968
Total Cars, U.S.	166,085	119,409	163,169	614,386	411,299	614,386
Total Cars, Canada	23,636	20,796	23,732	83,716	69,797	83,716
N. American Cars	189,721	140,205	186,901	698,102	481,096	698,102
N. American Trucks	76,739	50,710	75,977	287,154	162,140	287,154
North American Cars and Trucks	266,460	190,915	262,878	985,256	643,236	985,256

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
AMERICAN MOTORS	600	.....	610	2,305	2,902	2,305
CHRYSLER CORP.	.....	3,777	.....	.....	16,196	.....
FORD MOTOR	9,300	8,547	9,321	30,019	16,093	30,019
GENERAL MOTORS	13,511	8,247	13,576	50,589	33,706	50,589
VOLVO	225	225	225	803	900	803
Total Cars, Canada	23,636	20,796	23,732	83,716	69,797	83,716

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
CHEVROLET	20,042	11,820	20,143	76,258	46,432	76,258
DODGE	4,100	2,487	4,023	15,337	9,925	15,337
FORD	22,940	17,508	22,188	84,562	44,786	84,562
GMC	6,503	4,666	6,208	24,586	16,221	24,586
INTERNATIONAL	1,412	1,018	1,316	4,917	3,364	4,917
JEEP	3,350	2,105	3,458	12,959	4,131	12,959
NISSAN	1,700	.....	1,720	6,386	.....	6,386
AM GENERAL	1,000*	1,000*	1,000*	3,800*	4,000*	3,800*
MISCELLANEOUS	50*	50*	50*	190*	200*	190*
Total Trucks, U.S.	61,097	40,654	60,106	228,995	129,059	228,995

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 28, 1984	Week Ended Jan. 29, 1983	Week Ended Jan. 21, 1984	Jan. to date	Jan. 1 to Jan. 29, 1983	Jan. 1 to Jan. 28, 1984
CHRYSLER CORP.	5,949	2,706	6,090	21,069	10,336	21,069
FORD MOTOR	3,300	3,067	3,303	12,631	6,512	12,631
GENERAL MOTORS	6,248	4,013	6,332	23,946	15,707	23,946
INTERNATIONAL	145	270	146	513	526	513
Total Trucks, Canada	15,642	10,056	15,871	58,159	33,081	58,159
N. American Trucks	76,739	50,710	75,977	287,154	162,140	287,154

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

February 6, 1984

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NEWSPAPER

Automotive News®

February 6, 1984

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President's carriage

Cadillac custom-built for White House

This Cadillac Presidential limousine, specially built for the President's use, has a wheelbase of 161.5 inches, 17 inches longer than the wheelbase of the standard Cadillac limousine. The car was custom-built and armored by Hess & Eisenhardt, a division of O'Gara International, Ltd. Story and other pictures on Page 7.

World is rosy at NADA; optimism becomes reality

By Robert M. Lienert
Editor

DALLAS. — For the first time in four years, dealers attending NADA's 67th Convention and Exposition are riding tall in a strong market as the industry continues its comeback.

Everything seems to be coming up roses in Dallas, and that's a far cry from the situation in the most recent conventions.

The optimism that characterized last year's affair in Las Vegas turned out to be properly placed, and the recovery that so many predicted at that time came about as the year progressed.

So the mood here in Dallas is chipper, particularly among those who remember the dark convention days in 1982 and 1981.

The 1982 and 1981 watchword of "survival" and the 1983 choice, "recovery," have turned into "success" or "profit" or "volume" or any one of a number of other upbeat choices this year.

Early registrations indicate that attendance this year may pass 15,000, up from last year's 12,000. Some 3,600 dealers are expected to be included in that total—a gain of 23 percent over last year.

That will make this year's convention the best attendance since 1980 in New Orleans. Record turnout was close to 19,000 in Las Vegas in 1979 — the last year before the agonizing downturn in the auto business. This is the first NADA convention held in Texas since the Houston affair in 1969.

William C. Turnbull, who will be succeeded as president during the convention by James P. Jennings, told the opening session that he was concluding his term with "a certain sadness," but a "feeling of satisfaction."

Noting that 4,000 dealers have gone out of business in the past four years, Turnbull said that the survivors have learned to be more professional managers and have learned to do more with less.

"We have learned skills which will serve us well in the future," Turnbull said.

Referring to the current scene, he said, "We have returned to prosperity . . . the retail automotive business has succeeded while many were predicting its demise."

The result, he said, is that dealers have earned credibility as retailers and the industry has earned credibility in the business and financial communities.

"That credibility will be our most important asset as we face the future," Turnbull said.

Saying that NADA has achieved credibility, as well, with government officials, manufacturers and the public, he reported that membership was up for the year and that participa-

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Auto industry expected to buy 5,684 by 1986

Major robot growth charted for U.S.

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — The U. S. auto industry will purchase as many as 5,684 new robots between 1984 and 1986, auto makers have told the U. S. International Trade Commission (ITC). American producers of robotics stand a good chance of filling those orders, the FTC has concluded.

In a report issued by the ITC on the competitiveness of U. S.-made robotics, the agency said that American firms judged U. S. robotics to be more competitive than their foreign counterparts in terms of design, energy efficiency, durability, supply and training.

Non-U. S. products were judged more competitive in terms of price and maintenance, the ITC said.

The report focused extensively on the auto industry as the pre-eminent user of robotics in the U. S.

The car makers told the ITC that 25,000 robots could be engaged in automobile production by 1990. The industry bought 3,080 robots between 1979 and 1983, with most of the purchases made during 1981. Most of the industry's purchases during the five-year period were for robot welders.

Only 293 robots were bought from foreign firms during 1979-83, the ITC reported.

If the 25,000 figure is correct for auto-making robots in use by 1990, the auto industry hopes to realize a 20-percent labor reduction, the ITC said.

But most of that labor savings would come from robots other than those used in spot-welding applications. Indeed, the market for robot welders is expected to diminish in coming years as plants reach a saturation point in the use of this particular robot.

The trade commission expects the use of paint-spraying, machine-loading, machine-unloading, material-handling and assembly robots to experience the most growth by decade's end.

Breakthroughs in the precision capabilities of detail-oriented assembly robots will be particularly important in determining the range of robot use beyond the 1990s.

The ITC indicated that General Motors has plans to put 5,000 robot arms into assembly applications and 4,000 more robots into machine-loading and

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breaking news

AMC engine options outlined

DEARBORN.—American Motors is working to adapt its small XJ Jeep series for Renault's 2.1-liter turbocharged diesel engine. Meanwhile, Renault is working to turbocharge the 2.2-liter gasoline version of the engine, which has just been introduced for Fuego and Sportwagon in the U. S. The 1.7-liter gasoline engine that is to be built in Mexico (earlier story on Page 202) is being adapted for Alliance and Encore and may be turbocharged. A 1.4-liter engine is the current powerplant. The 1.7 is already in the European versions of those two cars.

Subaru recalls 78,000

WASHINGTON.—Subaru of America will notify owners of some 78,000 1979 vehicles it will check the EGR system and replace parts if needed—at no cost to owners—if clogging has increased NOx emissions from the tailpipe. Because the problem is affected by the amount of lead in the gasoline, most states in the Far West are not included in the service campaign.

Willingham is named Quality Dealer of Year

DALLAS.—James A. Willingham, president of Boulevard Buick, Long Beach, Calif., has been named 1984 Time Magazine Quality Dealer of the Year by Time Magazine.

He will serve as official national spokesman during the year for all 65 recipients of the Time Magazine Quality Dealer Award (TMQDA).

He also is president of Boulevard Lincoln-Mercury and Boulevard British-Saab in Long Beach.

Willingham's award was announced by Michael M. Carey, director of the TMQDA program for Time at the NADA convention here. Willingham and the other recipients were honored at the opening business meeting.

Born in Risco, Mo., Willingham attended the University of Missouri on a football scholarship and served with the United States Marine Corps.

He began his automotive career when, in 1950 after moving to Long Beach to recuperate from a football injury, he joined Ed James Studebaker, where he worked for two years as a salesman.

After leaving Ed James in 1952, he worked for several dealerships in the Long Beach

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James A. Willingham
California Buick dealer . . .

Iacocca talks with Mitsubishi; Korean mini eyed for U. S.

No joint venture yet for Chrysler

By Matt DeLorenzo
Los Angeles Reporter

PASADENA, Calif.—Chrysler Corp. and Mitsubishi executives concluded regular quarterly talks recently with no definitive agreement on a joint venture, Chrysler Chairman Lee Iacocca said at a press conference here.

It was hinted, however, that a Japanese-designed, Korean-built minicar may be under discussion.

Iacocca was here to receive an honorary degree from the Art Center College of Design. He delivered the keynote address during commencement ceremonies.

He met for nine hours with Mitsubishi President Toyoo Tate at the La Costa Resort in Southern California. It was Tate's first meeting with Iacocca in his new job as president of the Japanese car company.

According to a statement released prior to the news conference, Iacocca said he "discussed a wide range of subjects, including: The current car and truck market in the U. S., the outlook on Japanese imports, a variety of marketing and distribution matters and the outlook for joint assembly of Mitsubishi-designed products.

"We had a very productive discussion and resolved several short-term issues," Iacocca said. "Regarding longer-term issues, we agreed to continue our investigation of several alternate possibilities for joint assembly."

Iacocca said those possibilities for joint assembly are not limited to the U. S. and hinted that

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Supermarket concept explained at NADA

Ford plans new dealer P&A centers

By Francis J. Gawronski
Service Editor

Ford Motor Co. is offering its dealers "a new concept" in automotive parts and accessories merchandising.

The concept—the creation of a supermarket-type retail parts store within a dealership — has been field-tested by Ford Parts and Service Division (FPSD) for almost a year in selected Ford dealerships with "encouraging results," according to Chester V. Barion, general manager, Ford Parts and Service Division.

Chester V. Barion

A model of the store concept is being shown to dealers for the first time in the Ford exhibit at the NADA Convention and Exposition in Dallas this week.

"The new Dealership Retail Parts Store is aimed at helping our dealers capture an increased share of the do-it-yourself (DIY) market," Barion said.

Barion noted that the aftermarket is a $50 billion market.

"Of this amount, 20 to 30 percent is accounted for by the do-it-yourselfers," Barion said. "There is a market for the dealers to get into. This is an opportunity for dealers to pick up some parts business they didn't have before."

• Barion said the parts-store design, layout and merchandising elements are designed to stimulate dealership customer traffic and sales of Motorcraft and other Ford Motor products, beyond those already purchased by DIYs at Ford and Lincoln-Mercury dealerships.

According to Barion, the dealership retail store would feature products an automotive DIY might need for working on his or her vehicle—Ford and Motorcraft replacement parts and accessories, waxes, oil, lubricants and tools. Other items, including rally jackets, caps and T-shirts, also will be featured.

"Participating dealers can offer do-it-yourself customers the advantages of technical expertise not always available at other parts stores, as well as full-service, high-quality, original-equipment manufacturer's parts," he said.

"And if a customer prefers, the dealer will install the parts in the dealership service department," he said.

A dealership retail store, Barion said, also has the potential to increase customer traffic and sales for new and used-vehicle sales departments.

"We are prepared to offer the program to any dealer who wants to get into it," Barion said. "We have a structured program that will make it easy for dealers to get into the program."

• Complete plans for eight different parts-store layouts, from 300 to 1,200 square feet in size, along with comprehensive training and merchandising support, are available to participating dealers from FPSD, according to Barion.

Those stores, he said, could be situated in a portion of the dealership's new-car showroom, or in other high-visibility, high-traffic areas.

Barion emphasized that the retail-parts store would not replace the traditional parts department normally used by service technicians and wholesale customers.

"Each Dealership Retail Parts Store would be brightly illuminated and color-coordinated with open-rack, self-selection displays of attractively priced merchandise," Barion said.

FPSD supplies the racks, bins, counters and point-of-purchase promotional material.

The program, Barion said, also involves a comprehensive training course that includes manuals and a school that takes the dealer and his service manager through the concept of retail selling.

"As dealers progress with this, they will learn how to operate in the retail parts areas," Barion said. "The concept is not new. It has been successful in dealerships in Europe.

• "The Dealership Retail Parts Store concept can be a dramatic new business opportunity for Ford and Lincoln-Mercury dealers," Barion said, "and based on the encouraging test results so far, the program will be offered to all dealers interested in pursuing this concept."

Barion said he is confident that the program will expand to include "100 or more dealers during 1984."

"Obviously, all dealers can't get into it because they don't have the space," he said. "However, many do have space and will join the program which will do much for their parts business."

Working with a selected group of dealers, FPSD has been market-testing the parts-store concept for about a year in several regions of the country.

Test program stores are located at Krieger Ford, Columbus, O.; Southwest Ford, Oklahoma City; Sound Ford, Renton, Wash. (near Seattle), and at Bill Currie Ford's two locations in the Tampa area, the main dealership as well as a showroom at the Tampa Bay Center Shopping Mall.

Doug Krieger, vice president of Krieger Ford, said he was satisfied with progress of the parts store, which has been in operation about nine months at his dealership.

The dealership installed the retail store in the lobby of what once was a diagnostic center, Krieger said.

• "The project is coming along real well," Krieger said. "Business has increased every month since we opened the store. We try to give the operation a one-stop-shop effect. Once a person buys a car here, he can come back for all the parts and accessories he may need in the future."

In addition to selling items the DIYs can install, Krieger said the store offers items for jobs the DIY doesn't want to do or can't do. In either case, the dealership's service department can do the installation.

The 1,200-square-foot store is open from 9 a.m. to 9 p.m. Monday through Friday and from 8 a.m. to 5 p.m. on Saturday.

"It (the store) is taking a little while to build up," Krieger said. "Right now, we are at the break-even point. The big job is getting people to know the store is here."

To publicize the store, Krieger said the dealership is running monthly newspaper advertisements and sending flyers to its customers.

Another dealer who is satisfied with the retail store concept is Ted Gumerson, of South-

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Special Cadillac reportedly due from Pininfarina

TURIN. — Rumors of a new super Cadillac convertible with a body built by Pininfarina have been circulating here.

The deal reportedly calls for 8,000 bodies a year, beginning in 1986 and running until 1991. Pilot production is expected late in 1985.

Pininfarina reportedly will carry out design, engineering development and testing prior to actual production. The car will be marketed in the $50,000 range.

It is understood that Pininfarina-built bodies, completely finished and trimmed, will be air-freighted to the U.S. for final assembly.

GM conferred with other Italian coachbuilders before signing the deal with Pininfarina.

New concept in dealership merchandising

Ford Parts and Service Division has been field testing a new concept in automotive parts merchandising—a supermarket-type retail auto parts store within a new-car dealership — at selected Ford dealerships around the country. Shown above is the retail parts store operated by Krieger Ford, Columbus, O.

Driving away Lynx diesels

The Detroit and Cincinnati Lincoln-Mercury districts were joint hosts for a Lynx diesel driveaway. Dealer participants toured Ford's Wayne (Mich.) plant and then headed for home in 50 Lynx diesels.

Shop volume for 1983 shows gain of 9.8 pct.

By Francis J. Gawronski
Service Editor

Last year was one of the better ones for the service and parts departments of the nation's new-car dealerships, according to the Automotive News Service Index.

Service and parts business for the 12 months of 1983 amounted to 109.8 percent of the volume recorded for all of 1982. It was the fourth highest yearly gain in the 23-year history of the Service Index.

The record for yearly gains was posted in 1978 when shop volume rose 12.0 percent above the shop business done in 1977, followed by a 10.6 percent gain in 1976 and 10.4 percent in 1968.

In 1982, dealership shop volume for the 12 months increased 8.5 percent, which was the sixth highest in the history of the Service Index.

Last year ended on the strong side with service and parts business in December amounting to 110.4 percent of volume for the same month in 1982.

December also marked the 10th consecutive month in which shop volume registered an increase over the year-earlier month.

All indicators used in the Service Index recorded good gains in both the 12-month period and December of 1983. December also marked the seventh consecutive month that all indicators were on the upside.

Gross profit on all labor, parts and accessory sales — the most important indicator to dealers—was up a healthy 10.5 percent over the 12-month period in 1982, while profits in December topped the year-earlier month by 4.6 percent.

Repair orders written were up 3.4 percent for the full year and 3.6 percent in December.

Total labor sales — customer-paid and warranty—ended 1983 up 8.9 percent over the previous year, while December's gain in this category was 9.8 percent over the year-earlier figure.

Shop parts sales (those used on both customer-paid and warranty jobs) jumped 10.8 percent for the year, while December's business increased 11.4 percent.

Sales of all parts and accessories advanced 12.4 percent in all of 1983 and 18.0 percent in December.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
110.4*

	Dec., '83 vs. Dec., '82	12 mos., '83 vs. 12 mos., '82
Gross Profit on All Labor and P&A Sales	+ 4.6%	+10.5%
Repair Orders Written	+ 3.6%	+ 3.4%
Total Labor Sales (Customer & Warranty)	+ 9.8%	+ 8.9%
Shop Parts Sales (Customer & Warranty)	+11.4%	+10.8%
Sales of All Parts and P&A	+18.0%	+12.4%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1983, was 110.4 percent of business in Dec., 1982. Service business in the 12 months of 1983 was 109.8 percent of business in the corresponding period in 1982.

Sperlich named president of Chrysler Corp.

DETROIT.—The board of directors of Chrysler Corp. last week elected Harold K. Sperlich president of the corporation.

Harold K. Sperlich

Sperlich, who recently assumed responsibility for Chrysler de Mexico, played an important role in Chrysler's recovery and restructuring.

He directs all of the company's major operating activities in the U.S., Canada and Mexico, including manufacturing, procurement and supply, engineering, product development and product design.

The post of president has been vacant since J. Paul Bergmoser retired in 1981.

Sperlich spearheaded development and launch of Chrysler's highly successful K-car and has also been the architect of other front-drive products.

Sperlich has been president of North American Automotive Operations since April 9, 1981.

He joined Chrysler in 1977 after 20 years with Ford.

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Court reveals joint-venture formula

Corolla major factor in GM-Toyota pricing

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Details on how General Motors and Toyota will set the price of their joint-venture car — to be made by Toyota at GM's Fremont (Calif.) plant and to be sold by Chevrolet dealers — were made public when GM moved in federal district court to dismiss the suit filed against it by Chrysler Corp.

These figures had been carefully blacked out by the Federal Trade Commission when it released some of the memo of understanding between the two companies.

Separately, Toyota moved to dismiss the suit, which was also filed against it. Toyota joins GM in its arguments and makes separate ones as well.

GM released full data to show no collateral restraints are imposed on each other by the agreement, but the two dissenting FTC officials—Michael Pertschuk and Patricia Bailey—argued that because both the Corolla and Chevette are part of the subcompact Market Basket Index used to set a price, both have incentive to raise prices.

This, in effect, will raise all new-car prices, since both are price leaders in both countries. Because sales of Toyotas are limited by the "voluntary" quota, it has double incentive to raise prices on each unit.

• The JV car will be a slightly modified Corolla and in the Market Basket of 10 models used to adjust prices for the JV car the Corolla will be weighted at 30 percent versus 70 percent for the remaining nine models—an indication that both companies consider the current Corolla a marketing threat three times greater than the other nine models (Chevrolet Cavalier and Chevette, Ford Escort, Honda Accord and Civic, Mercury Lynx, Nissan Sentra, Subaru DL and VW Rabbit).

In another section of the memo, agreement is reached that the initial price of the 1985 JV car will be between 8 percent and 11 percent lower than the Toyota Corolla after adjustments are made for feature differences.

Each model year, the JV selling price will be found by applying the Market Basket Index to the selling price for the previous model year — although there is an "escape clause" that can be used by the companies if the result differs significantly from current market conditions.

The only other "confidential" figures that became available last week from court documents are the division of financial liability from adverse judgments from product liability litigation. Costs not covered by product liability insurance are "apportioned 60 percent to Toyota and 40 percent to GM."

In court papers, GM stresses that the "antitrust laws were designed to protect competition, not competitors" and says Chrysler expects to be "injured" only because GM will be

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A Regal concept

Convertible Concepts, Blaine, Wash., has begun marketing a Buick Regal convertible made by Convertible Specialists, Gardena, Calif. Electrically controlled top has a headliner and is made of European cloth. Very little back-seat room was sacrificed in the conversion, the company said.

Nissan plans for UK plant watered down

LONDON. — The Nissan plan to build an auto plant in the UK is a mere shadow of the original scheme, at least in the early stages.

It is for British assembly of 24,000 Japanese KD kits annually, an investment of $70 million and employment of no more than 500 direct jobs. The startup, at a site still to be selected, will be in 1986.

This contrasts with the ambitious 1981 plan of 200,000 full production units, an investment of $450 million and direct labor of 5,000.

However, when Nissan officials confirmed details of the long-awaited project here last week, they dangled the hope of a second phase with 80 percent (European) local content. Nissan will make a decision on this in 1987.

The initial KD operation will serve only the UK market, where Nissan sells about 100,000 cars annually. The kits will be counted in the unofficial 11 percent agreement on Japanese market penetration in the UK.

The possibility of Nissan sourcing cars for the rest of Europe from the UK will therefore happen only if the company goes ahead with the second phase, and production for that would not begin until the 1990s at the earliest.

Unless federal deficits are controlled

Iacocca fears '85 auto recession

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—A recession will start in the auto industry in mid-1985 unless "runaway $200 billion deficits" are brought under control, Chrysler Chairman Lee Iacocca warned a congressional subcommittee last week.

Iacocca spoke in support of a bill that would establish an industrial policy council and a controversial $5 billion industrial development bank.

He also said he was critical of his "peers for not speaking out on gut issues of the day for fear it will hurt their sales for the next 10 to 20 days."

Iacocca told subcommittee members that America's and American industry's number one "gut problem" is the "proliferation of ad hoc policies."

He said "industrial, trade, guarantees, antitrust, offsheet financing, regulatory and all those other government policies which daily affect the industrial life in America . . . are confusing, uncoordinated and sometimes conflicting."

Iacocca pointed to a newly released study by Data Resources, Inc., an independent economic consulting firm, that said the U. S. economy will become weaker if its manufacturing base continues to deteriorate.

Quoting from the study, Iacocca said, "It would be unfounded optimism to believe the service sector will somehow sustain our economic progress on its own."

The report was funded by Bethlehem Steel Corp., Ford Motor Co., Goodyear Tire & Rubber Co., John Deere & Co. and others.

Iacocca ticked off a long list of government decisions and programs that economically benefit some businesses over others, including government policies toward agriculture, defense, foreign economic aid, antitrust, education, corporate mergers and the banking industry.

He said, "Everybody's covered except those old smokestack industries where all the jobs are."

He indicated that the problem with American policy makers is that they are afraid to "experiment."

Iacocca said legislation establishing an industrial competitiveness council would "be a quantum leap" toward establishing the "middle ground where American industries and individual American companies can get a fair shake and be allowed to compete on an equal footing with their world competitors."

"The guiding principal of this council should be equality of sacrifice," Iacocca said.

He cautioned the lawmakers that an industrial development bank could become a "red herring" that could hold up the entire plan, but said federal money would be needed to aid basic industries.

The key to granting that aid, Iacocca said, must be assurances of a "quid pro quo."

Sports-car maker to go it alone in U. S. after Aug. 31

Porsche to end pact with VWoA

TROY, Mich.—Volkswagen of America has confirmed that Porsche AG intends to end its 15-year-old marketing arrangement with VWoA Aug. 31 and set up its own dealer network for distribution of its cars in the U. S.

Porsche's intention to go it alone in the U. S. was first reported by Automotive News Sept. 19, when existence of a Porsche plan to take control of its own U. S. distribution was discovered during the Frankfurt International Auto Show.

Porsche declined to confirm it at that time, but Chairman Peter Schutz told Automotive News that "the clock is running."

A VWoA spokesman said his company was surprised by Porsche's stated intention, noting that negotiations have been under way for several months.

VWoA took over as sole importer of Porsche cars in 1969, when it established a Porsche-Audi Division. Audi is a part of Volkswagenwerk AG in Germany, but there is no connection between VW and Porsche in Germany.

In 1983, Porsche sold a record 21,831 cars in the U. S., up more than 50 percent from 14,407 in 1982. So Porsche is evidently not dissatisfied with VWoA's sales performance. Porsche cars sell as quickly as they come into the U. S. On Jan. 1, there was a paper-thin 17-day supply of Porsches and most of those were in-transit sold orders.

In fact, the strong position of Porsche at present in the U. S. may be the reason for the upcoming split. Schutz had said earlier in Frankfurt that Porsche was considering several options for its long-range planning and that the feeling was that the change should be made when Porsche was in a position of strength—which it is right now.

There were 75 Porsche dealers in the U.S. in 1969 when VWoA took over and there are currently 330, all except one dualed with Audi. The one exception is dualed with Volkswagen.

VWoA said there would be no change in the Audi dealer network and its projections indicate that sales gains this year will more than exceed the loss of Porsche sales. VWoA expects Audi sales to soar to about 80,000 this year from 47,936 in 1983.

It appears likely that Porsche's primary motivation for the move is to enhance its profits by eliminating a middleman.

Ad agency to drop Porsche after Porsche drops VWoA

By Joseph Bohn
Marketing Editor

Doyle Dane Bernbach will resign the estimated $9 million Porsche account after Porsche's contract with Volkswagen of America runs out Aug. 31.

Porsche will handle distribution of its own cars in the U. S. after that date, as Porsche of America.

Robert Rees, president of DDB's Detroit office, notified Porsche President Peter Schutz of his intent in a letter on Jan. 30.

Rees said there had been no request from VWoA or Volkswagen in Germany to relinquish the account, but that agency management felt there would be too much of a competitive conflict to service both Audi, a division of VWoA, and Porsche of America.

He likened it to handling Mazda, for example, with which many Volkswagen dealers are dualed.

"If Porsche becomes Porsche of America and doesn't renew its agreement, they become like Mazda of America or Subaru of America" with all the potential conflicts, he said.

In his letter, Rees urged Schutz "to continue to run

Continued on Page 7, Col. 1

Ferrari four-seater for the sun

Ferrari unveiled its long-anticipated Mondial Cabriolet at the Brussels auto show. The Pininfarina-styled four-seater is being marketed initially in the U. S., followed by a European launch this spring.

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